

New Order

Agency: GMMB Station: WHDH-TV Flight Start: 08/04/2012
 Office: Washington Order Type: Normal Flight End: 08/17/2012
 Client: 95 - Obama for America Cancel Date:
 Product: 101 - Candidate Orders Billing Cycle: Monthly
 Piggyback Product: Billing Calendar: Broadcast
 Estimate: 1549 - OFA Sked C 8/4-8/17 Received in ePort: 8/2/2012 1:45:25 PM

Primary Demo: Airtime Dollars: \$66,100.00
 Demo 2: Interactive Dollars: \$0.00
 Demo 3: Non-Airtime Dollars: \$0.00
 GRP: 0.00 Total Dollars: \$66,100.00
 CPP: \$0.00 Total Spots: 69
 GIMP: 0
 CPM: \$0.00

Comments: Separation: 30
 Local/National: Local
 Rep Office: WHDH-TV
 AE: charlie schiebler
 Phone: 2234977
 OrderID: Pending Review
 Status:

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/4	8/11	Total Spots	Rtg	CPP	Imp	CPM
21	Su 1A-2A ACCESS HOLLYWD WK	LF	\$0.00	C	30	1	1	2	0	\$0.00	0	\$0.00
20	Su 12A-7A EXTRA WK	LF	\$0.00	C	30	1	1	2	0	\$0.00	0	\$0.00
19	Su 8A-9A SUN Today	EM	\$750.00	C	30	1	1	2	0	\$0.00	0	\$0.00
18	Sa 8A-9A TODAY SHOW	EM	\$750.00	C	30	1	1	2	0	\$0.00	0	\$0.00
17	Th 9P-10P SAVING HOPE	PT	\$7,500.00	C	30	0	1	1	0	\$0.00	0	\$0.00
16	MTuWThF 7:30P-8P EXTRA	PA	\$1,800.00	C	30	2	2	4	0	\$0.00	0	\$0.00
15	MTuWThF 7P-7:30P ACCESS HOLLYWD	PA	\$1,500.00	C	30	3	3	6	0	\$0.00	0	\$0.00
14	MTuWThF 3:30P-4P FAMILY FEUD B<	EF	\$400.00	C	30	1	1	2	0	\$0.00	0	\$0.00
13	MTuWThF 3P-3:30P FAMILY FEUD<	EF	\$400.00	C	30	1	1	2	0	\$0.00	0	\$0.00

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/4	8/11	Total Spots	Rtg	CPP	Imp	CPM	
12	MTuWThF 2P-3P DOCTORS<	DT	\$400.00	C	30	2	2	4	0	\$0.00	0	\$0.00	
11	MTuWThF 1P-2P DAYS-OUR LIVES<	DT	\$500.00	C	30	3	3	6	0	\$0.00	0	\$0.00	
10	MTuWThF 12:30P-1P 7 NEWS NOON<	DT	\$500.00	C	30	2	2	4	0	\$0.00	0	\$0.00	
9	MTuWThF 12P-12:30P 7 NEWS NOON<	DT	\$500.00	C	30	1	1	2	0	\$0.00	0	\$0.00	
8	MTuWThF 11A-12P TODAY SHW3-NBC<	DT	\$400.00	C	30	2	2	4	0	\$0.00	0	\$0.00	
7	MTuWThF 10A-11A TODAY SHW2-NBC<	DT	\$400.00	C	30	2	2	4	0	\$0.00	0	\$0.00	
6	MTuWThF 9:30A-10A 7 NEWS TODAY	DT	\$500.00	C	30	1	1	2	0	\$0.00	0	\$0.00	
5	MTuWThF 9A-9:30A 7 NEWS TODAY	DT	\$500.00	C	30	1	1	2	0	\$0.00	0	\$0.00	
4	MTuWThF 8A-9A TODAY SHW	EM	\$1,500.00	C	30	4	3	7	0	\$0.00	0	\$0.00	
3	MTuWThF 7A-8A TODAY SHW	EM	\$1,500.00	C	30	4	3	7	0	\$0.00	0	\$0.00	
2	MTuWThF 6:30A-7A 7 NEWS TODAY	EM	\$1,000.00	C	30	1	1	2	0	\$0.00	0	\$0.00	
1	MTuWThF 6A-6:30A 7 NEWS TODAY	EM	\$1,000.00	C	30	1	1	2	0	\$0.00	0	\$0.00	
Total Spots:							35	34	69				
Total GRP:							0.0	0.0	0.0				
Cash\$ - Spots: \$66,100.00 - 69 Trade\$ - Spots: \$0.00 - Total Cost: \$66,100.00 Total CPP/CMP: \$0.00													

 = IF SPOTS ARE CIRCLED, PACKAGE MGA.

Spots Out				Programs				Total \$	MG Offer				Programs				Total \$
Dates	# of Spots	Rate	Time Period	Dates	# of Spots	Rate	Time Period	Dates	# of Spots	Rate	Time Period	Dates	# of Spots	Rate	Time Period	Total \$	
M-F	1	\$1,000	6-630a	7 News at 6a	M-F	\$1,000	10a-5p	Olympic Daytime	3	\$800	10a-5p	M-F	3	\$800	10a-5p	\$2,400	
M-F	1	\$1,000	630-7a	7 News at 6a	M-F	\$1,000	6-9a	Olympic EM	2	\$2,000	6-9a	M-F	2	\$2,000	6-9a	\$4,000	
M-F	4	\$1,500	7-8a	Today Show	M-F	\$6,000	5-530a	7 News at 5a	2	\$400	5-530a	M-F	2	\$400	7 News at 5a	\$800	
M-F	4	\$1,500	8-9a	Today Show	M-F	\$6,000	530-6a	7 News at 5a	2	\$400	530-6a	M-F	2	\$400	7 News at 5a	\$800	
M-F	2	\$400	10-11a	Today Show II	M-F	\$800	730-8p	Ozone	4	\$2,000	730-8p	M-F	4	\$2,000	Ozone	\$8,000	
M-F	2	\$400	11a-12p	Today Show III	M-F	\$800	1235-135a	Olympic Late Night	1	\$1,200	1235-135a	M-F	1	\$1,200	Olympic Late Night	\$1,200	
M-F	1	\$500	12-1230p	7 News at 12n	M-F	\$500	7-730p	Access Hollywood	2	\$1,500	7-730p	M-F	2	\$1,500	Access Hollywood	\$3,000	
M-F	2	\$500	1230-1p	7 News at 12n	M-F	\$1,000						M-F					
M-F	3	\$500	1-2p	Days of Our Lives	M-F	\$1,500						M-F					
M-F	2	\$400	2-3p	Doctors	M-F	\$800						M-F					
M-F	1	\$400	3-330p	Family Feud	M-F	\$400						M-F	1	\$1,500	7-730p	\$1,500	
M-F	1	\$400	330-4p	Family Feud	M-F	\$400						M-F	2	\$1,800	730-8p	\$3,600	
M-F	2	\$1,800	730-8p	Extra	M-F	\$3,600						M-F	2	\$1,800	730-8p	\$3,600	
Sat	1	\$750	8-9a	Today Show - Sat		\$750						Sat	1	\$750	8-9a	\$750	
Sun	1	\$750	8-9a	Today Show - sun		\$750						Sun	1	\$750	8-9a	\$750	
Totals	28					\$25,300						Totals	19			\$25,300	